

## Dave's rules

- If you lend your tools, be prepared to buy new ones.
- Never eat ribs in a place with a microwave.
- If you want fresh fish, you gotta go fishing.
- Keep your temper if you want to keep your job.

## The Tale of Dave's Original Blend



Different  
smokes



DAVE'S GUARANTEE  
*"IF YOU DON'T  
LIKE 'EM,  
WE'LL EAT 'EM"*



### Money back guarantee:

If you're not completely satisfied  
with Dave's Original Blend, send  
them back to Dave's Tobacco Company  
Concord, North Carolina 28026.

You'll receive an apology  
and a prompt refund.

7983003

# 79830-D3

Dear Dave's,  
Yeah, I'm fed up with cheap,  
fast burning smokes. Thanks  
for getting it right.

☐ Go for it! Keep your  
smokes coming.

☐ Put me on your mailing list.

Send to: Dave's Tobacco Company  
P.O. Box 100395  
Marietta, Georgia  
30065-9958

Print Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone (\_\_\_\_) \_\_\_\_\_

Address \_\_\_\_\_

By signing this card, I am certifying that I am a bona fide resident of the state of \_\_\_\_\_ and am entitled to the coupon and limited product items in the mail. I understand the applicable state and federal laws.

Signature \_\_\_\_\_

## The tale of Dave's Original Blend.

Dave was fed up with cheap, fast burning smokes. Instead of just getting mad, he did something about it. He read some books, cleared twenty acres and got to work. He put a down payment on a tractor and traded his lawnmower for a weather radio. And then it was just a matter of waiting for the final frost of the season and a new moon. In early April, Dave sowed his first seeds.

A few sunny days later, Dave's was born.

Word spread about Dave's "different smokes." His tobacco leaves were hand picked, then barn cured and barrel aged for rich taste. And to make sure they burned perfectly, each smoke was packed tight.

People started buying these new smokes that didn't burn fast and tasted great. They told their friends...who told their friends. Now Dave works for nobody but himself. And it all started with a few tobacco seeds...and a dream.

SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.

Regular: 16 mg "tar," 1.0 mg nicotine — Lights: 11 mg  
"tar," 0.7 mg nicotine av. per cigarette by FTC method.

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